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Data & AI

AI Product Management for AI-Native Offerings Playbook

Managing an AI product with the discipline that accounts for its genuinely different failure modes

- Practitioner
- Intermediate
- Template Included

- Administrator
- 28 December 2021
- 3 minute(s)

Overview

A framework for product management specific to AI-native offerings — roadmap and prioritization practices that account for model performance variability, managing user expectations around AI capability boundaries, and building product metrics that capture AI-specific success and failure modes traditional product metrics miss.

How does product management for AI-native offerings genuinely

differ from traditional software product management? AI-native products have genuinely different failure modes (model performance variability, unpredictable edge case behavior) and capability boundaries that traditional software product management practices don't

specifically address, requiring adapted roadmap, metrics, and user expectation management approaches.

What's the most common product management mistake specific to

AI-native offerings? Setting user expectations that imply more consistent, deterministic behavior than the AI capability actually delivers, leading to user frustration when the product's genuinely variable performance doesn't match the expectations set.

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